

BLUBOX™

Get the picture!

Blubox, the image compression utility for Windows, is a powerful and easy-to-use software application that allows a user to quickly compress and decompress digital photos so they can be emailed, uploaded and stored much more easily.

Digital Photography is experiencing phenomenal growth as the cost of ownership of a digital camera falls and the number of internet connected households increases. The problem is that large image files cannot be moved around easily, they are too large for many email networks to cope with. The traditional compression utilities, such as the popular 'zip' programs, are unable to significantly reduce the size of image files. These applications use binary compression techniques which were originally developed to compress text documents and have little or no effect on multimedia file formats.

Blubox uses state of the art image compression algorithms to encode and store the data in an efficient, proprietary format (.blu). Blubox detects the type of files being imported and chooses the optimum compression technique for each data type. Stored images can be decoded and returned to their original format at the touch of a button by using the Blubox program or the Free Blubox viewer.

Blubox uses the very latest image compression techniques to reduce image files by up to 95% whilst maintaining incredible picture quality. Blubox achieves compression/quality ratios way beyond those that can be achieved with industry standard compression formats. Over 60 image file formats are supported plus Blubox offers full read and write support for .ZIP archives, offering a complete compression solution in one easy-to-use application.

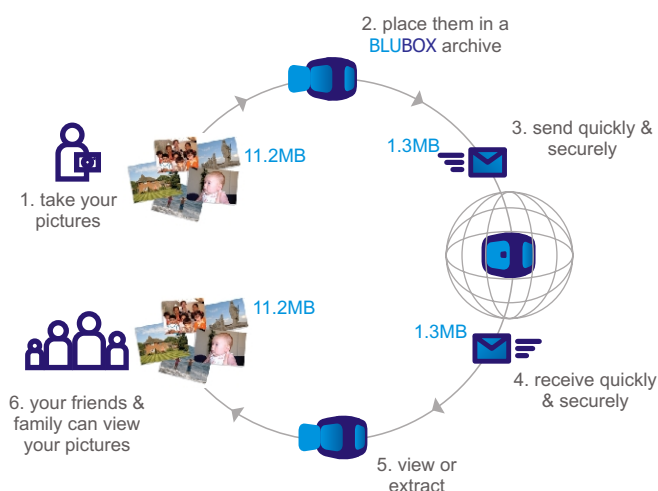
Blubox v.4.0 Screenshot



FOR A FREE TRIAL VERSION OF BLUBOX, PLEASE CONTACT:

sales@blubox.com or visit the website at www.blubox.com

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Blubox comes with a built-in image viewer, so there's no need to extract to view thumbnails, full screen images or to view a slideshow. Industry strength encryption can be applied to keep private data safe during storage and transit and with straightforward support for email and FTP upload, sharing Bluboxes is both simple and safe.

Blubox has been designed for Windows operating system and is compatible with Windows 2000, XP and Vista (requires the .NET framework v2.0 or higher). Blubox v.4.0 will be available in English, French, German, Spanish, Russian, Italian and Chinese languages from September 2007.

Future versions are planned for Windows Mobile and Symbian operating systems along with Mac OS/X and Linux.